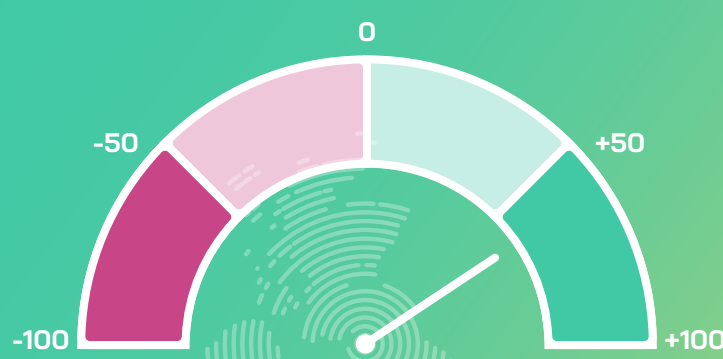


AI Barometer

October 2024



How AI investment will change in next 12 months

With AI investment and adoption growing, there's a big opportunity for vendors to demonstrate their understanding of customer challenges - in particular around the need for control and visibility of how AI is being used.

Here's what we've learnt:

AI investment remains on a growth trajectory

Despite an uncertain economic outlook, our monthly spend index tracker highlights a consistent eagerness to invest in AI solutions over the coming 12 months. And yet, as we'll see, IT and business leaders report challenges that could threaten to put the brakes on the speed of adoption.



AI investment trend index: January to September 2024

More AI, less control?

Amid all the investment and adoption enthusiasm, many organisations are struggling for control and visibility over its use.

Almost 6 in 10 (59%) IT and business decision makers report the unsanctioned use of AI tools is impacting their organisation's ability to maintain control over data governance and compliance.



To what extent do you think the unsanctioned use of AI tools is impacting your organisation's ability to maintain control over data governance and compliance?



This presents an opportunity for AI vendors that can address these challenges and demonstrate their capabilities in this area, particularly given the potentially growing scale of the issue...

The challenge of unsanctioned AI



44%

believe that more than one-in-ten employees are using unsanctioned AI tools that haven't been approved by IT



9%

admit they don't know if it's happening or not

Worryingly, the issue may not be limited to unsanctioned tools. In recent focus group discussions with UK IT leaders, one cybersecurity pro told us that even previously IT-approved tools were proving difficult to manage, as new AI features get added:

My main issues at the moment are SaaS providers turning on AI features and not informing us of doing it until someone points out they've got shiny new AI buttons and we don't know where our data is going

Cybersecurity leader, Banking sector

Among these challenges, IT and business leaders still see opportunities and advantages in AI

67%

agree that GenAI is **democratising AI usage** across organisations in general

42%

believe that GenAI is **helping to reduce dependency** on IT personnel at their organisation

85%

feel that GenAI has **untapped potential to unlock productivity** levels among non-IT staff



Such benefits are dependent on IT teams having the tools to address the control and visibility challenges they face. Vendors that can offer such capabilities - and also ensure emerging AI developments are effectively communicated to customers - will lead the way.

The dynamic nature of AI - as adoption increases and business challenges emerge - makes the need for regular, up-to-date insight into the market and customer behaviour more critical than ever.

Discover our brand-new AI Barometer Dashboard

What IT and business leaders are thinking when it comes to AI.

Sign up today for on-demand access to insights from our expert network, the **Vanson Bourne Community**.

Each month we ask 100 IT and business decision makers about their organisations' AI investment plans.

We're uncovering their AI perceptions, priorities and pain points - and tracking which brands they see as most relevant, trustworthy and innovative in the market.



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